

## CAM 20 - TEST 2 - PART 4

### FOOD TRENDS AND MARKETING

#### Questions 31–40

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

#### Developing food trends

- The growth in interest in food fashions started with **31**\_\_\_\_\_ of food being shared on social media.
- The UK food industry is constantly developing products which are new or different.
- Influencers on social media become 'ambassadors' for a brand.
  - Sales of **32**\_\_\_\_\_ food brands have grown rapidly this way.
- Supermarkets track demand for ingredients on social media.
  - Famous **33**\_\_\_\_\_ are influential.

## Marketing campaigns

- The avocado:
  - **34**\_\_\_\_\_ were invited to visit growers in South Africa.
  - Advertising focused on its **35**\_\_\_\_\_ benefits.
- Oat milk:
  - A Swedish brand's media campaign received publicity by upsetting competitors.
  - Promotion in the USA through **36**\_\_\_\_\_ shops reduced the need for advertising.
  - It appealed to consumers who are concerned about the **37**\_\_\_\_\_
- Norwegian skrei:
  - has helped strengthen the **38**\_\_\_\_\_ of Norwegian seafood.
- Ethical concerns
- Quinoa:
  - Its success led to an increase in its **39**\_\_\_\_\_
  - Overuse of resources resulted in poor quality **40**\_\_\_\_\_

